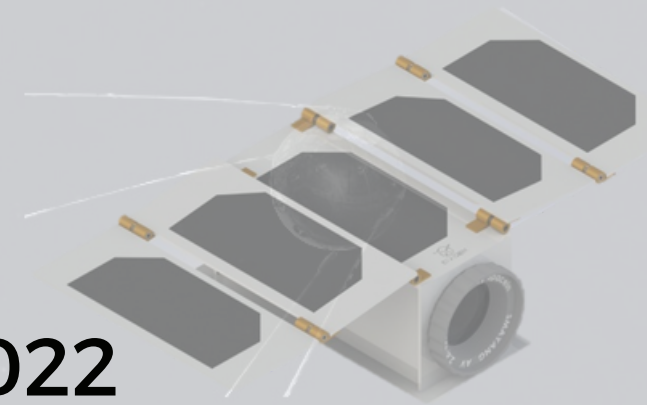
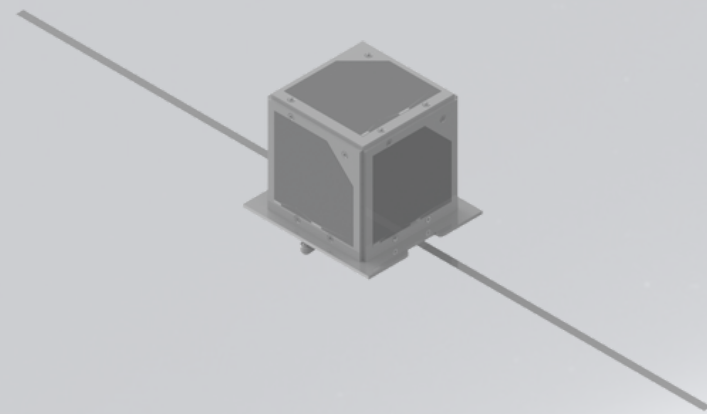


SPACE FOR WOMEN EXPERT MEETING, 2022



CHALLENGES IN RUNNING A SPACE BUSINESS IN MALAYSIA; FROM THE PERSPECTIVE OF WOMEN'S FOUNDER



DR. NORILMI AMILIA ISMAIL
CEO, SPACEIN

About the Company



Creating an equatorial economy to improve productivity and life by reinventing satellite manufacturing technology, innovating the space platform solution, and inspiring the next space generation.



Your Access to Space



BACKGROUND

- Incorporated in Nov 2020
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TALENT

- 5 Full-Time Staff
 - 2 Part Time
 - 4 Females, 3 Males
-



BUSINESS NATURE

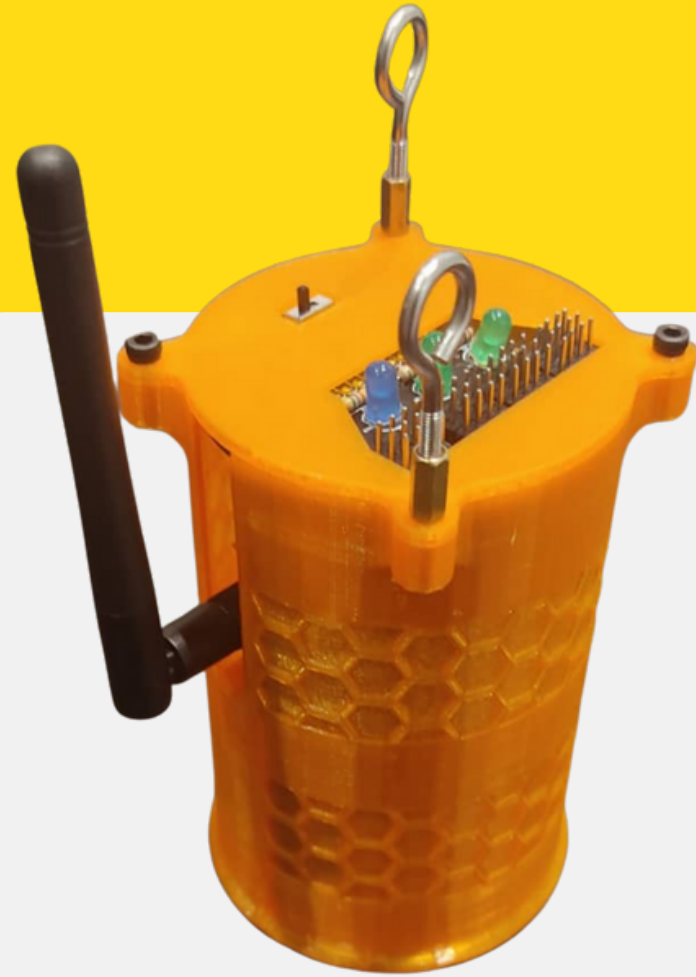
- Small satellite research, development and manufacturing
 - Space education
-



CURRENT STAGE

- Early stage Start-up
- Fundraising

WHAT WE ARE DOING?



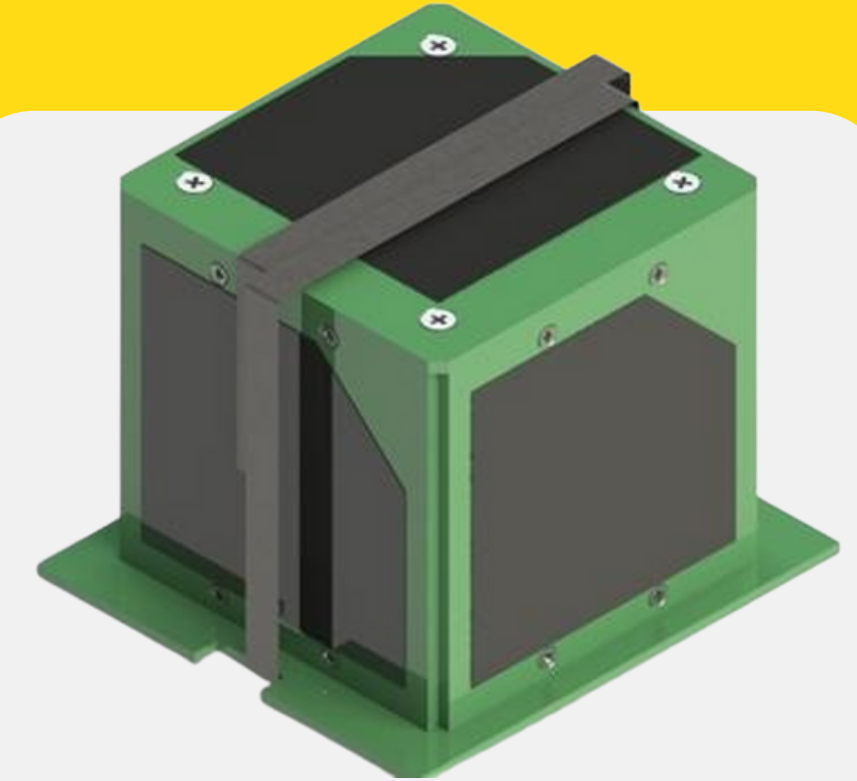
CAKED -CANSAT KIT FOR EDUCATION

Educational satellite to
teach student on
satellite development



HIGH ALTITUDE PLATFORM SERVICES

Provide services for
Space Photography,
Space advertisement
near space experiment,



SPACEANT - POCKETQUBE FOR SATELLITE IOT SERVICES

Lower cost - Small
Satellite Platform for
IoT and satellite Imaging



SPACE BUSINESS IN MALAYSIA

- In Malaysia, it is estimated that some 20% of small and medium enterprises (SMEs) are women-owned.
- Around 30 companies are involved in space, both upstream and downstream
- Less than 5 companies in the upstream sector
- 1 upstream company - woman owned

Key Element in Setting up the Space Business



Clear Vission



Capital



Knowledge
in the
Subject



Right Talent





Business
Minded



Opportunities?

rise from the problem

- 
- 
- look beyond space
 - space is a tool to solve the problems
 - passion and technology, but these alone don't make a business

Challenges

FUNDINGS

- Large Capital
- Malaysia - VC has insufficient understanding of space business - longer ROI
- Women-led startups received just 2.3% of venture capital funding in 2020- Forbes
- The lack of gender equality in funding start-ups —

TALENTS

- Lack of talents with space background
- need more training
- still dominated by men

LEADERSHIP

- Fewer roles model - good women leaders and mentor in industries
- Strong leadership to create a work culture

SUPPORT SYSTEM

- Lack of Networking
- Government support - women entrepreneur program not suitable for space business
- Work -life balance?

Lesson Learned

KNOWLEDGE

- Knowledge of space is insufficient. Need knowledge in business too.
- Get the right advisors/partner for the business.

WOMEN HELP WOMEN

- Increase the number of women among the decision makers in VC company.
- Mentoring other women founders

BE BOLD

- Unconscious bias may happen but the most important is the business and the products
- We may differ in term of physical/biological but intellectual



THANK YOU

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